

Woodland Park Downtown Development Authority Board of Directors

**City Hall – City Council Chambers
220 W. South Avenue, Woodland Park, CO**

REGULAR MEETING MINUTES

November 5, 2013 – 7:30 AM

CALL TO ORDER AND ROLL CALL: Vice Chair Merry Jo Larsen called the meeting to order at 7:30 AM. **IN ATTENDANCE - Board of Directors:** Merry Jo Larsen, Al Born, Gary Brovotto, Tom Carrick, Tanner Coy, Jan Cummer, Michael Faber. **Absent:** Dale Schnitker, Vera Egbert. **Staff:** Brian Fler, Executive Director; Carol Lindholm, Staff. **Others Present:** David Buttery, Sally Riley, Sue Griswold, Brooke Smith, Beth Dodd, Bill Page, Steve Randolph, Arden Weatherford, Kip Unruh, Mark Rabaut, Ralph and Darlene Holloway, Michael Darby, Kelly Rodarmel, Renee Bunting, Tim Shefchik and Mark Andrews-Brimark Builders/Cobblestone Hotels, Tim Seibert and Sarah Flynn-N.E.S.

ADDITIONS, DELETIONS OR CORRECTIONS TO AGENDA:

Fler proposed changing the order of the agenda to discuss the Cummer Agreement before the N.E.S. Woodland Station Design Concept item.

MOTION: To approve the modifications to agenda as proposed. Born/Faber. Passed 7-0.

APPROVAL OF MINUTES:

MOTION: To approve the minutes of the October 1, 2013 Regular Meeting. Born/Coy. Passed 7-0.

FINANCE REPORT: Fler will provide an update in December. There was no further discussion.

MOTION: To accept the Finance Report as presented. Born/Cummer. Passed 7-0.

WOODLAND STATION:

CSI Infrastructure Project and Lot 1 (Woodland Hardware): Both projects are progressing smoothly, per Fler. Kelly Rodarmel of Woodland Hardware concurred in regard to the projected date for the Woodland Hardware Certificate of Occupancy anticipated for the end of 2013 and opening anticipated in February 2014.

Lot 2 (Weatherford): Fler reported that the Amerigas tank had been removed.

Woodland Station Overlay District proposed changes to Signage: Fler explained that the Overlay District signage standards might be a challenge in dealing with Woodland Hardware, and that is why changes are proposed at this time.

Fler read the proposed changes to Chapter 18.31 "Woodland Station Overlay District" of the Woodland Park Code of Ordinances, which were represented by a redlined document.

Wall Signs: Fler felt that the proposed changes would probably only affect Woodland Hardware and a potential hotel. Under the current overlay standards, the Woodland Hardware signage would not be allowed. The overlay district was considering smaller storefronts, similar to the north side of downtown Highway 24.

Brovetto asked why the Overlay District standards were more restrictive than City standards. Riley responded that at the time the Overlay District standards were enacted the DDA had a "village" character for Woodland Station. Larsen added that at the time, the City Sign Codes had not been updated.

Carrick asked what a "monument sign" was. Riley responded that in the City standards this would be referred to as a "low-profile freestanding" or "high-profile freestanding" sign.

Brovetto asked if City code could be changed to be the same as the Overlay District code; did not like the idea of two sign codes. Fler remarked that when the Overlay District code was created, a building like Woodland Hardware was not envisioned.

Fler reported that he called Breckenridge in regard to their sign code. For example Breckenridge does not allow any backlit signs.

Faber asked what was not allowed in regard to the proposed Woodland Hardware sign. Fler responded that the proposed sign is 25% larger than what is currently allowed.

In regard to backlit signs, Fler noted that this was the most challenging sign issue in discussion with staff. Woodland Hardware has backed off from the original request of "Woodland Hardware" and "Do It Best" signs both being backlit, to just the Do It Best sign.

After reading all of the redlines, Fler explained that the next step, once approved by DDA, would be to forward to the City Planning Commission and then to City Council.

Brovetto again questioned why there need to be two sets of standards. Carrick responded that Woodland Station was originally planned with its own architectural standard; as a "core".

Fler noted that the proportions of the proposed Woodland Hardware sign seem reasonable.

Riley noted that there would be an opportunity for the entire 18.31.060 section to be repealed, then the City's current sign code would be re-enacted with six exceptions as they relate to Woodland Station.

Fler responded that he wanted to respect what the DDA Board did in the past.

Larsen noted that the original concept was for Woodland Station to blend into the existing Woodland Park downtown. Carrick concurred with this. Carrick added that there were no buildings in Woodland Station at the time for a baseline. Larsen added that the Board wanted to make sure they had some control as to how Woodland Station was going to look.

Coy felt that the DDA would be giving up some control, by accommodating some things that are not allowed in the current overlay district signage. Coy did not feel that the code should be revised for one applicant. Coy noted that the Design Review Committee had not seen or had input into any of the changes being presented, and yet, are being asked to vote on changes today. Coy felt that it was just a guess that the changes would only affect two buildings. It's a goal that we are trying to create an environment for the downtown. Until we have more structures, Coy was not sure if the existing sign codes should be changed.

Faber wanted to know if there could be a waiver for this particular instance [Woodland Hardware] within the existing code.

Buttery clarified the semantics. The City has a sign code, and the DDA has an overlay district.

Riley noted that the Overlay District standards are in the Woodland Park zoning regulations. In order to have a variance there would need approval from the Board of Adjustment. It would have to meet the criteria to grant a variance. This would not be a DDA decision. Fler asked if a variance would satisfy what Woodland Hardware is looking for. Riley explained that it would have to be evaluated in terms of whether there is a hardship or unique circumstances.

Tanner remarked that he views signage as art, and a lot of things have to happen before art is hung. Without having seen what is being presented today, Coy felt that a decision today would be poorly timed.

Fler remarked that Woodland Hardware did not necessarily meet the original intent of Woodland Station. So this precipitated the proposed changes.

Faber suggested there might be a way to handle Woodland Hardware by going through a process such as Board of Adjustment rather than change the code today. Faber felt that we should go a little slower on this issue. Fler was not sure if submitting for a variance with Board of Adjustment was the best approach.

Fler outlined the three main concerns: monument signs/freestanding signs, increasing square footage for larger buildings that may not have been considered in the past, and some percentage of backlit signs. Fler will take these concerns back to the Design Review Committee.

Born agreed that the overlay was designed for a different vision. What was originally envisioned was one larger central facility, and a large number of retail and restaurant facilities. Now that vision has changed and we have to apply the appropriate signage based upon a change in vision.

Fler asked Rodarmel for comments in regard to Woodland Hardware. Rodarmel replied that Woodland Hardware is hidden from the highway and Rodarmel feels that the store needs some representation from the highway. He knows what he can't have, but what can he have? Cummer remarked that the store does not face the highway. Rodarmel responded that when build-out occurs there could be more traffic inside Woodland Station, but the store does need something to identify the building from the highway. Coy asked if there was any signage on the building besides the front. Rodarmel responded that freestanding signs are not allowed. There is possibly some opportunity for signage on the west side but Rodarmel is not sure it would be seen. Fler said that once the sign application comes in the Design Review Committee will review it. Fler noted that Woodland Hardware is a specific case that needs to be addressed. Coy asked to what extent is the Design Review Committee to be helping with these issues. Fler noted that Woodland Hardware is a real-time example of a unique situation. Fler wants the best result for the sign code, but we need to deal with Woodland Hardware signage. Brovetto wanted the process to be simpler.

Buttery noted that the current sign code ordinance took 28 months to develop. Signs are very emotional. The Woodland Station Overlay District was to be unique with a particular look that was envisioned at the time it was developed. We need to figure out a way to make exceptions for Woodland Hardware, which was not a part of the original vision.

Faber remarked that with the Design Review Committee's input we can resolve this.

Buttery noted that the Planning Department would normally review options with each applicant, telling them what they can do. Buttery added that he suspected the DDA would do the same.

Fleer noted businesses want consistency from building to building.

Coy noted that this scenario would not apply across the board, and that the vision for Woodland Station has changed. There is still a village feel intended. We need to keep the rest of the development in mind and have a good blend.

Larsen noted that she had not had time to review the proposed changes being presented. Larsen added that we need to step up for Woodland Hardware even if it takes another meeting. Larsen did not think that a decision could be reached today.

Fleer said that this could come back to the Board in December. Before that, Fleer will meet with the Design Review Committee.

MOTION: To table proposed changes to Woodland Station Overlay District Signage. Born/Cummer. Passed 7/0.

CUMMER REIMBURSEMENT AGREEMENT AMENDMENT: Jan Cummer recused herself from this discussion. Fleer thanked People's Bank for working with Cummer in regard to the agreement. The amendment will make reimbursement to People's Bank until the obligation is met, after which reimbursement will be made to Cummer. There was no discussion.

MOTION: To approve Amendment No. 1 to Reimbursement Agreement [By and Between the Woodland Park Downtown Development Authority and Jan's Rocky Mountain Fitness LLC]. Brovetto/Faber. Passed 6-0. (Cummer not present for this vote)

N.E.S. WOODLAND STATION DESIGN CONCEPT: Tim Seibert, N.E.S. reviewed the latest design concept for Woodland Station, dated 11/4/13. Brovetto noted that the concept seems pedestrian friendly, and asked if what is noted as "Festival Street" could be just for pedestrians and with no parking in that area. Seibert remarked that the concept had been considered. Fleer remarked that the parking spaces would be needed for Farmers Market stalls, as well as for parking.

Following Seibert's presentation, Fleer remarked that this is a "concept" and is not set in stone. A lot of the concept is a massing plan. Current property owners have been involved in the concept. By approving the concept plan, the owners of Lot 2 will meet one of the milestones in the Agreement for Disposition and Development. Kip Unruh remarked that Seibert had done a great job with the concept plan being in concert with the rest of the downtown. Steve Randolph pointed out that this plan is not about the details, but more about massing at this point. Seibert responded that the concept shows what the property can accommodate effectively. Fleer added that the concept would allow us to market the property, which would be in our work plan for 2014.

Faber remarked that the concept was impressive, but he had not had the time to process it, as he was seeing this for the first time. Faber had a concern that there have been many concepts presented, and none have come to pass. The difference is that now there is activity in Woodland Station. Coy added that the difference now is that there is a development team that wants to move forward.

Carrick remarked on the potential water feature. This idea has been discussed many times, and the weather in Woodland Park might be an issue. Carrick added that there had been many concepts discussed for Woodland Station in the past, and hopefully this concept will come to pass. Carrick asked about the cost for the N.E.S. contract. Fler responded that we were not running over budget in current proposal. If we have to do anything else, it will have to be in 2014 and will require Board approval.

Cummer likes the concept presented, but had a concern about publicizing it to the community, even though things are currently happening.

Born remarked that the potential water feature needs further study; there are challenges at 8600 feet. There is a short season for a water feature for children. Born asked where longer vehicles are able to park, or do we even want to cater to this in Woodland Station?

Brovetto remarked that this looks like a great concept; this is the first concept that he has seen. The proposed concept is just a concept and is a way to move forward. Brovetto asked if a Creative Arts District would fit into Woodland Station. There is a house bill in process right now that looks like it could pass this year, and this could provide tax incentive funding for artists to come here to build buildings. Brovetto asked if there had been a pedestrian study to see if there would be enough parking, or would there be a need for a parking garage.

Carrick noted that there had been a study which stated the cost of \$25,000 per space for underground parking.

Larsen noted that there is never enough parking, and we need to accommodate larger vehicles. Larsen noted that the water feature depicted might be too close to Highway 24 to be safe, and also the climate is an issue for a water feature. Larsen felt the concept has a reality that she has not seen before with other concepts. Larsen added that more people seem to be coming to Woodland Park and staying overnight or for the weekend, so Larsen was happy to see hotel people in the audience.

Fler reiterated that the design is just conceptual at this point, and is a massing plan.

MOTION: To approve the conceptual plan [by N.E.S., dated 11/4/2013] as it exists, based on the review of the Design Committee and to move forward with this plan. Brovetto/Cummer. Passed 7-0.

TRAIL RIDGE APARTMENTS GROUNDBREAKING – ANNOUNCEMENT: Fler announced the Trail Ridge Apartments groundbreaking on November 13 at 10:30 AM.

COUNTRY LODGE – MARK RABAUT: Rabaut would like to make a presentation about the Country Lodge expansion at the next DDA meeting. There is a plan to expand 40 rooms plus a meeting room. From the road one will see three stories; in the back will be four stories with balconies.

COBBLESTONE HOTEL CONCEPT – TIM SHEFCHIK: Shefchik remarked that a hotel in Woodland Station is a possibility that he would like the Board to look at. Shefchik thought the hotel could be about 60 rooms. Fler remarked that he would be meeting with Shefchik following the Board meeting. Larsen remarked that she felt there was room for both the Country Lodge with the proposed expansion and Cobblestone. Fler noted that the Cobblestone concept will require a feasibility study.

GENERAL DISCUSSION: Coy asked if the Board could see the market study conducted by Trail Ridge Apartments. Fler will have the study send out to Board members.

AUDIENCE PARTICIPATION: Riley announced the Woodland Park Building Department staff event which will take place tonight. Riley reported that Tractor Supply is moving forward. The Conditional Use has been approved by Planning Commission and will go to City Council. Riley reported on a public meeting regarding a non-motorized plan for trails and sidewalks which is being conducted by PPACG. Fleer reported that the Board would receive a draft TIF for Tractor Supply in December for approval in January.

Buttery announced that Woodland Park would be the Stage 5 start for the 2014 Pro Cycling Challenge, so we will be a host city. The event will take place on August 22, 2014.

Brooke Smith remarked that after six years there is some reality in Woodland Station. Smith feels that many people do not understand where Woodland Station is located.

EXECUTIVE SESSION: None.

ADJOURNMENT:

MOTION: To adjourn the meeting. Born/Coy. Passed 7-0.


Meeting adjourned at 9:25 AM.

Recorded by:



Carol J. Lindholm, DDA Staff
Program Manager, Economic & Downtown Development

APPROVED THIS 3 DAY OF DECEMBER, 2013



Al Born, Secretary/Treasurer